

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Market Profile: Taiwan



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	295	240	291	290	290	385	414	441	146
Percentage Change (%)	-5	-19	22	0	0	33	8	6	49

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$1,880	\$1,740	\$1,919	\$1,837	\$1,871	\$2,141	\$2,222	\$2,220	\$340
Travel Receipts	\$1,841	\$1,738	\$1,917	\$1,835	\$1,863	\$2,133	\$2,212	\$2,211	\$370
Education Receipts	\$812	\$787	\$777	\$758	\$728	\$708	\$711	\$739	-\$73
Other Business/Personal	\$1,008	\$923	\$1,111	\$1,046	\$1,103	\$1,394	\$1,468	\$1,438	\$430
Health/Border/Seasonal	\$21	\$28	\$29	\$31	\$32	\$31	\$33	\$34	\$13
Passenger Fare Receipts	\$39	\$2	\$2	\$2	\$8	\$8	\$10	\$9	-\$30
% Change in Total Exports	1%	-7%	10%	-4%	2%	14%	4%	0%	18%

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	34	38	3.9
Personal Recommendation	28	34	6.6
Travel Agency Office	27	24	-2.6
Online Travel Agency	21	23	2.1
Travel Guides	17	16	-0.7
Corporate Travel Dept.	19	13	-6.1
Tour Operator/Travel Club	8	5	-2.9
National/State/City Travel Office	7	4	-2.6
Other	5	3	-2.3

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	36	35	-1.4
Visit Friends/Relatives	22	28	5.6
Business	20	19	-1.3
Convention/Conference/Trade Show	14	14	-0.5
Education	6	4	-1.9
Religion/Pilgrimages	1.1	0.9	-0.2
Health Treatment	0.3	0.5	0.2
Other	0.8	0.2	-0.6

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	50	56	5.9
Visit Friends/Relatives	36	44	8.2
Business	25	22	-3.5
Convention/Conference/Trade Show	19	16	-2.4
Education	9	7	-2.4
Religion/Pilgrimages	2.1	1.5	-0.6
Health Treatment	0.6	0.6	0.0
Other	1.3	0.7	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	69	79	9.9
Business & Convention	37	35	-1.9

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	91	89	-1.3
Sightseeing	81	82	0.4
Experience Fine Dining	40	41	1.1
Art Gallery/Museum	25	29	4.6
Small Towns/Countryside	26	24	-1.4
National Parks/Monuments	23	24	1.5
Amusement/Theme Parks	21	20	-1.1
Historical Locations	19	17	-2.7
Cultural / Ethnic Heritage Sites	14	15	1.1
Guided Tours	14	15	1.5
Sporting Event	12	10	-1.7
Water Sports	15	9	-5.4
Casinos/Gamble	10	9	-1.1
Concert/Play/Musical	10	9	-1.1
Nightclubbing/Dancing	7	8	0.7
Environ./Eco. Excursions	7	7	-0.5
American Indian Communities	3	4	1.7
Camping/Hiking	4	3	-1.7
Hunting/Fishing	2.2	2.3	0.1
Golfing/Tennis	3.0	1.9	-1.1
Snow Sports	1.7	0.7	-1.0
Other	1.1	0.2	-0.9



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Auto, Private or Company	42	42	-0.5
Air Travel between U.S. Cities	33	36	2.9
City Subway/Tram/Bus	27	32	4.8
Rented Auto	27	28	0.9
Bus between Cities	20	23	3.5
Taxicab/Limousine	23	21	-2.2
Railroad between Cities	3	8	4.3
Rented Bicycle/Motorcycle/Moped	3	4	1.4
Ferry/River Taxi/Srt Scenic Cruise	4	3	-0.8
Cruise Ship/River Boat 1+ Nights	2.1	1.8	-0.3
Motor Home/Camper	1.7	0.5	-1.2

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	55	66	10.6
Advance Trip Decision Time (median days)	30	45	15.0
Prepaid Package	20	18	-2.3
First International Trip to the U.S.	26	27	0.5
Length of Stay in U.S. (mean nights)	20.3	14.6	-5.7
Length of Stay in U.S. (median nights)	7	9	2.0
Number of States Visited (% 1 state)	78	76	-2.1
Average Number of States Visited	1.3	1.4	0.1
Hotel/Motel (% 1+ nights)	75	73	-1.4
Average # of Nights in Hotel/Motel	9.4	7.8	-1.6
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	55	53	-1.6
Household Income (mean average)	\$84,881	\$72,141	-\$12,740
Household Income (median average)	\$55,000	\$40,000	-\$15,000
Average Age: Female (among adults)	37	35	-2.0
Average Age: Male (among adults)	41	40	-1.6

## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Pacific	57.31	237	56.80	250
<b>States</b>				
California	52.04	216	**	**

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers for travel between the United States and foreign countries and between two foreign points).  
  
International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Not available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
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Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
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Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

## For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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